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University of Minnesota, Morris launches rideshare social network

Summary: A partnership with Zimride creates a secure platform to enhance campus mobility and complements green campus initiatives.

(October 7, 2011)-The University of Minnesota, Morris has partnered with Zimride to provide a social network for ridesharing. Zimride developed a custom rideshare solution to serve UMM's campus population. Through Zimride's web-based interface, UMM students can find others with similar commuting patterns or for one-time rides. Zimride also supports an optional Facebook integration. Zimriders can view profiles for common networks, interests, and friends before deciding to share a ride. This private network empowers individuals to create social, sustainable, and convenient transportation, and provides substantial cost-savings for our community. It also marks a significant step in continuing to improve campus sustainability practices.

Zimride was purchased with funds from the University of Minnesota, Morris Technology Fee through cooperation between the Morris Campus Student Association (MCSA) and Computing Services.

To date, more than 240 UMM students have posted 170 rides on Zimride. Morris hopes to encourage more students to use Zimride through a posters and fliers advertising campaign, before fall break.

"Every day, we see the number of users and ride postings go up," says said Jim Hall, UMM's director of information technology. This has been a very successful rollout."

The Zimride program also estimates the green impact due to sharing rides. "The impact to our green campus has also been pretty impressive," adds Hall. "By one estimate, we've saved more than 16,000 pounds of CO2 since we launched Zimride at the beginning of the semester."

All Morris students, faculty, and staff can access the free UMM Zimride [network](#). The private system requires a UMM Internet ID to gain access.

Zimride is the largest online social rideshare community in North America with more than 350,000 users. Zimride has implemented private rideshare communities for more than 80 of the nation's leading universities and companies including the University of Minnesota, Stanford University, University of California, Los Angeles, University of Michigan, Cornell University, Jet Blue, and CIGNA.

For more information, contact [Hall](#).

Through personal and academic discovery, the University of Minnesota, Morris provides opportunities for students to grow intellectually, engage in community, experience environmental stewardship and celebrate diversity. A renewable and sustainable educational experience, Morris prepares graduates for careers, for advanced degrees, for lifelong learning, for work world flexibility

in the future, and for global citizenship. Learn more about Morris at morris.umn.edu or call 888-866-3382.